MULTIMEDIA UNIVERSITY

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2017/2018**

## BAE1034–ENGLISH FOR BUSINESS STUDIES

(All sections)

23 October 2017
2.30 PM – 4.30 PM
(2 Hours)

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**INSTRUCTIONS TO STUDENT**

1. This question paper consists of **FIVE** printed pages with **3** sections.
2. Answer **ALL** questions.
3. Write all your answers in the answer booklet provided.

## SECTION A: READING COMPREHENSION [20 MARKS]

**Instructions:** Read the passage carefully and answer ALL questions that follow.

### This New Trump Plan Could Be the Answer to Millennial Job Woes

1 On Thursday, 1 June 2017 President Donald Trump signed an executive order to substantially increase the number of U.S. apprenticeships from the current 500,000 which is minuscule for the size of the economy, by doubling the amount the government spends on apprenticeship programmes. Trump's emphasis on this plan is a cause for optimism that he will significantly improve the number and quality of apprenticeships in the economy.

2 Trump's plan will be a boon to employers. This is because, they will have a strong role in its composition through a task force that Trump announced. Successful apprenticeship programmes work best when designed by employers around their own needs. The plan intends to reduce red tape and overly rigid requirements for administering apprenticeship programmes. It also encourages broad-based industry standards for apprenticeships. Employers will undoubtedly respond positively to these changes, and it will encourage them to embrace apprenticeships.

3 The new initiative also seeks to massively increase the number of apprenticeships in the economy. In March, Salesforce CEO Marc Benioff called on Trump "*to take a moonshot goal at creating five million apprenticeships in the next five years.*" Trump agreed, stating "Let's do that, let's go for that five million." If Trump follows the commitment he made to Benioff, the goal will be ambitious, and the outcome will be of great significance.

4 On a per capita basis, five million apprenticeships would bring the U.S. in line with the low unemployment levels and strong manufacturing sectors in countries like Germany and Switzerland. Despite paying their workers high wages, these countries achieve their economic strength by prioritising apprenticeships and other education models that coalesce or merge classroom learning with on-the-job training.

5 The Trump administration's plan comes on the heels of newly released data, indicating six million U.S. job vacancies, at a time when 6.9 million are unemployed. According to companies I have spoken to, the principal cause of job vacancies is their inability to find people with job-ready skills. [1. ]. According to the Manufacturing Institute, 3.4 million manufacturing jobs are expected to become available over the next 10 years, yet two million of those jobs may be unfilled if America stays on its current course.

6 One reason for this supply and demand imbalance in manufacturing and elsewhere is that too many job seekers, including college graduates, are leaving school without marketable skills or any practical work experience. [2. ]. In an apprenticeship, participants are earning and learning both on and off the job. This differs from many other employment-related

**Continued...**

programmes and purely classroom-based education.

7 In most cases, skills that could bridge the gap are of the "middle" type. This includes high-school plus: (a program designed to accelerate student achievement by awarding college credits for college-level work completed while in high school) nurses, medical technicians, welders, electricians, machinists, robotics programmers, plumbers, computer technicians, and dozens more. These people enjoy above-average incomes and job security. [3.]

8 The most productive way to obtain such highly sought after middle skills is through a company-sponsored apprenticeship. This typically three- or four-year endeavour allows the apprentice to acquire new skills under the watchful eyes of a trained mentor. One or two days each week are dedicated to classwork at a local community college or technical school, but no college debt is accrued. Better still, apprentices earn while they learn, and most (90%) are gainfully employed by the conclusion of their apprenticeship. [4.]

9 Apprenticeships are sound business investments. A recent Canadian study of over 1,000 employers across more than a dozen different fields found a net return of 47 cents for every dollar invested in apprenticeship training. Even the government is a winner when it advocates apprenticeships. Every $1 government invests in apprenticeships generates $27 in economic growth.

10 [5.] For Trump's initiative to be consistently effective across the board, however, his administration will need to create a national custodian to ensure user-friendly norms are established and businesses are held accountable for high-impact apprenticeship outcomes. The programme has the potential to meet the escalating demand for job-ready candidates in all kinds of industries and enable millions of families to achieve economic security. Indeed, it would be *plain sailing* for America if Trump's plan is implemented.

*Adapted from* Wyman, N. (2017, June). *This new trump plan could be the answer to millennial job woes.* Retrieved from http://fortune.com/2017/06/18/donald-trump-apprenticeships-programs-executive-order-millennials-news/

**Author's Biography**

Nicholas Wyman is the CEO of the Institute for Workplace Skills and Innovation. He is a workforce development and apprenticeship expert, speaker and author who has fostered a workforce development model that uses mentoring to shape the thinking, attitude, abilities and skills of people as they make the transition from school to work. Nicholas applies real-world solutions to the challenges companies face in finding skilled employees. A Winston-Churchill Memorial Fellow, Nicholas has completed in-depth research into school-to-work transitions and skilled careers, and helped establish the P-TECH model in the US. Nicholas is on the Advisory Board of the American Institute of Innovative Apprenticeship.

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**Question I (5 marks)**
**Instructions:** Decide which of the sentences (a) – (e) best fits in each of the boxes labelled 1-5 in the passage.

a. This new programme comes at a perfect time; modern apprenticeships are gaining steam in the U.S. [ ]

b. The automation of traditional "knowledge jobs" will only exaggerate this gap. [ ]

c. How many four-year college students can say the same? [ ]

d. The situation in U.S. manufacturing is particularly troublesome. [ ]

e. Many out-earn their peers with four-year college degrees. [ ]

**Question II (5 marks)**
**Instructions:** Find a word in the passage for each of the meanings below.

a. accept willingly (Paragraph 2)

b. the power or opportunity to act or take charge before others do (Paragraph 3)

c. combine in a mass or whole (Paragraph 4)

d. earnest, prolonged, and industrious effort (Paragraph 8)

e. has the responsibility for taking care of or protecting something (Paragraph 10)

**Question III (10 marks)**
**Instructions:** Answer the following questions in complete sentences.

a. State the reasons why Trump's plan is beneficial to organisations. (2 marks)

b. What is the meaning of "to take a moonshot goal at creating five million apprenticeships in the next five years?" (lines 18-19) (2 marks)

c. Why would America be unable to employ people for the two million manufacturing jobs which may become available in the next decade? (1 mark)

d. State the main idea for paragraph 4. (1 mark)

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e. Provide reasons to support the author's claim that apprenticeship which is obtained via company sponsorship is the most effective strategy. (3 marks)

f. Explain the meaning of "plain sailing" (line 70) as used in the text. (1 mark)

## SECTION B: CRITIQUE WRITING [10 MARKS]

**Question I (10 marks)**
**Instructions:** Based on the reading text, evaluate the author's and text's **validity, objectivity** and **credibility**. Support your answers with detailed elaboration and provide evidence from the text where necessary. Write your answers in 200 – 250 words.

## SECTION C: LANGUAGE FOCUS [30 MARKS]

**Question I (15 marks)**
**Instructions:** Construct a concise sentence based on each set of sentences in the questions below.

Example: (0) In the month of April, we detected a quality control issue. It was instructed by the CEO that this item be presented by the manager at the next board meeting.
The CEO instructed the manager to present the quality control issue detected last April, in the next board meeting.

a. Genting Malaysia experienced a jump of 15 sen to RM5.78, and CIMB did so by gaining seven sen to RM6.68. Each of the counters contributed 2.59 points to the key index. (3 marks)

b. OCBC Bank (Malaysia) Bhd and Great Eastern Life Assurance (Malaysia) Bhd have made the announcement that both have teamed up to have the country's first life insurance protection reward scheme introduced for credit cardholders. (3 marks)

c. According to Bank Negara Malaysia, it is imperative that Takaful and insurance operators must focus on talent development, leverage new technologies and to show improvement on trust among customers. This is to ensure sustainable and continuous growth in the industry. (3 marks)

d. In a press conference today, Moody's Credit Outlook has stated its expectation that the proposed merger between RHB Bank Bhd and AMMB Holdings Bhd will lead to a significant benefit to AMMB Holdings Bhd more than RHB Bank Bhd. (3 marks)

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e. An Eco Park is being built by Perusahaan Otomobil Kedua Sdn Bhd (Perodua) as part of the company's commitment towards the environment. The Eco Park, which is located in the centre of its main manufacturing facility, will include a small farm where the company will construct a green rest area for the staff. (3 marks)

**Question II (15 marks)**

**Instructions:** For each word below, add a suitable affix or affixes, and construct a sentence in not less than 10 words set in a business context using the newly-formed word.

Example: (0) popular (Add a suffix)
**Word**: popularity
**Sentence**: Online shopping in Malaysia is poised for significant growth, given its rising popularity and adoption among local consumers.

a. calculate (Add a prefix)

b. significant (Add a prefix)

c. explain (Add a suffix)

d. derogate (Add a suffix)

e. body (Add a prefix and a suffix)

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